What is Decision Making ?

Decision-making is an integral part of modern management. Essentially, Rational or sound decision making is taken as primary function of management. Every manager takes hundreds and hundreds of decisions subconsciously or consciously making it as the key component in the role of a manager. Decisions play important roles as they determine both organizational and managerial activities. A decision can be defined as a course of action purposely chosen from a set of alternatives to achieve organizational or managerial objectives or goals. Decision making process is continuous and indispensable component of managing any organization or business activities. Decisions are made to sustain the activities of all business activities and organizational functioning.

**Phases of decision-making process are:**

� **Intelligence**­ searching for conditions in the environment that call for decisions

� **Design**­ inventing, developing, and analyzing possible courses of action

� **Choice**­ selecting a course of action from those available

� **Implementation**­ implementing the selected course of action

**Non Programmed decisions** are used for unique and ill-structured situations of organization; both internal and external. Mostly Lower level managers makes **Programmed decisions**. ... **Programmed decisions** usually relate to structured problems while **non**-**programmed decisions** are taken to solve unstructured problems